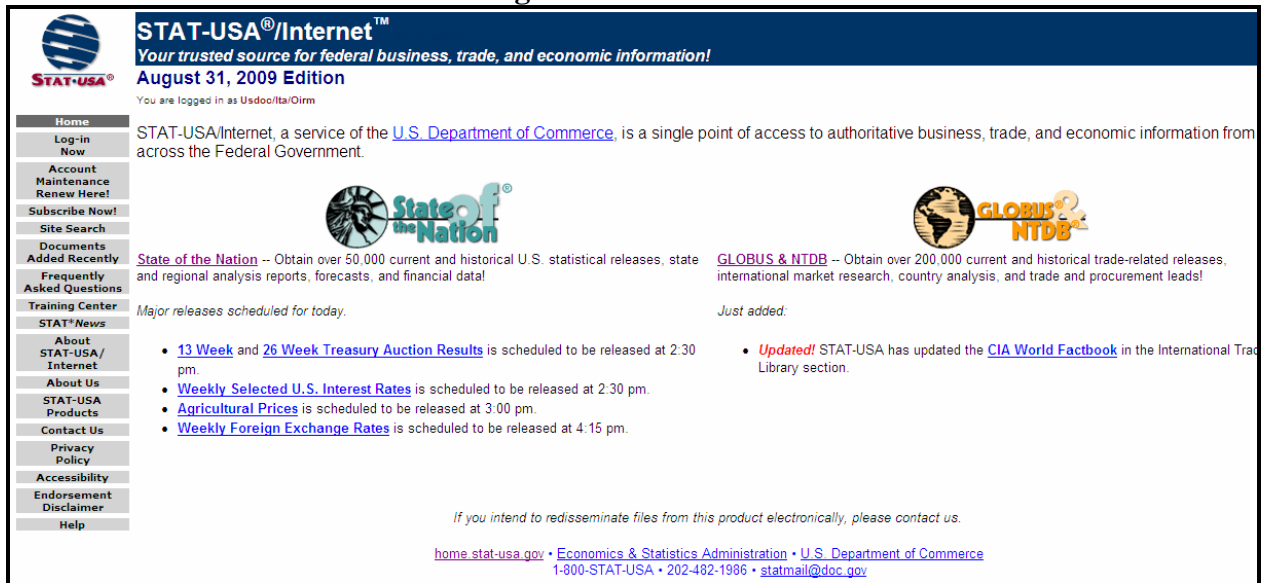


STAT-USA/Internet
(<http://www.stat-usa.gov>)

STAT-USA/Internet (see *Figure 1*) is a single point of access to business, trade, and economic information from across the Federal Government. STAT-USA/Internet's content is organized into two main sections:

Figure 1:
STAT-USA/Internet Home Page



State of the Nation® (SOTN): This section tracks the direction of the U.S. economy and provides a repository for statistical releases of economic indicators from a number of federal agencies, including the U.S. Census Bureau, Bureau of Economic Analysis, Bureau of Labor Statistics, Federal Reserve Board, Department of Treasury, and Federal Reserve System banks. Information provided in SOTN includes current and historical economic news/releases, economic indicators, and topical areas including employment and economic policy, and restricted releases. The main SOTN page is located at <http://www.stat-usa.gov/sotn>.

GLOBUS & National Trade Data Bank (GLOBUS & NTDB®): This section provides information on international commerce from federal agencies, such as the Department of Agriculture, Department of State, Census Bureau, Defense Logistics Agency, and U.S. Trade Representative. Information provided in the GLOBUS & NTDB includes trade leads, exchange rates, market and country research, contact databases, and the International Trade Library (ITL). The main NTDB page is located at <http://www.stat-usa.gov/ntdb>.

You can find this document and other STAT-USA Training Materials at <http://home.stat-usa.gov/training>.

Unique Navigation and Searching Instructions

STAT-USA/Internet provides a host of navigation tools and a range of easy-to-use search options to help guide your research. In addition to the highlights below, detailed searching instructions are available at http://www.stat-usa.gov/help_search. Figures 2-4 show where key navigation and searching features are located on the site.

Figure 2:
Various features of STAT-USA/Internet

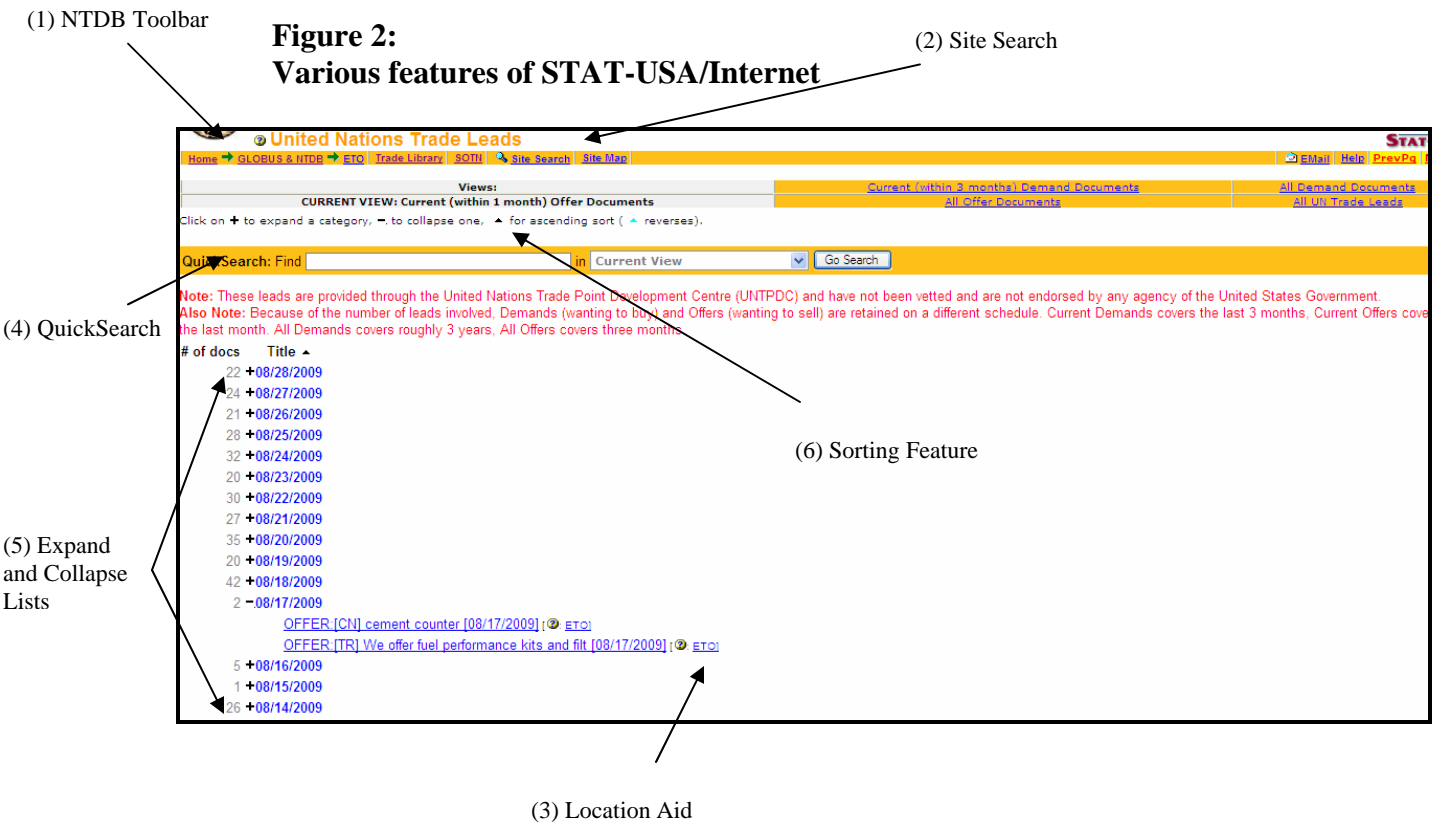
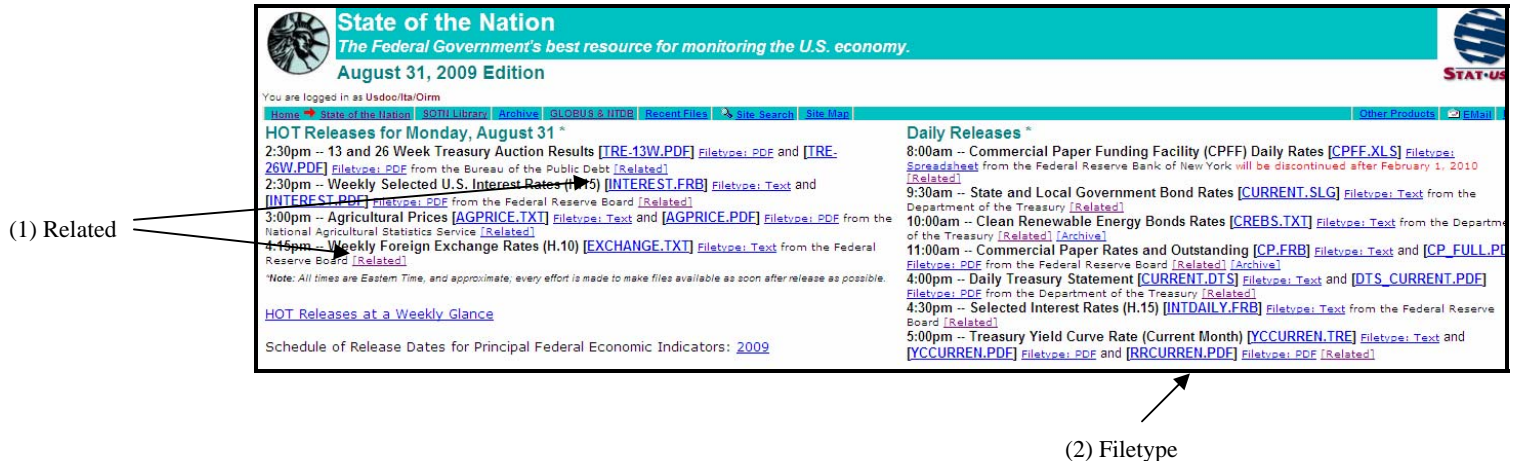


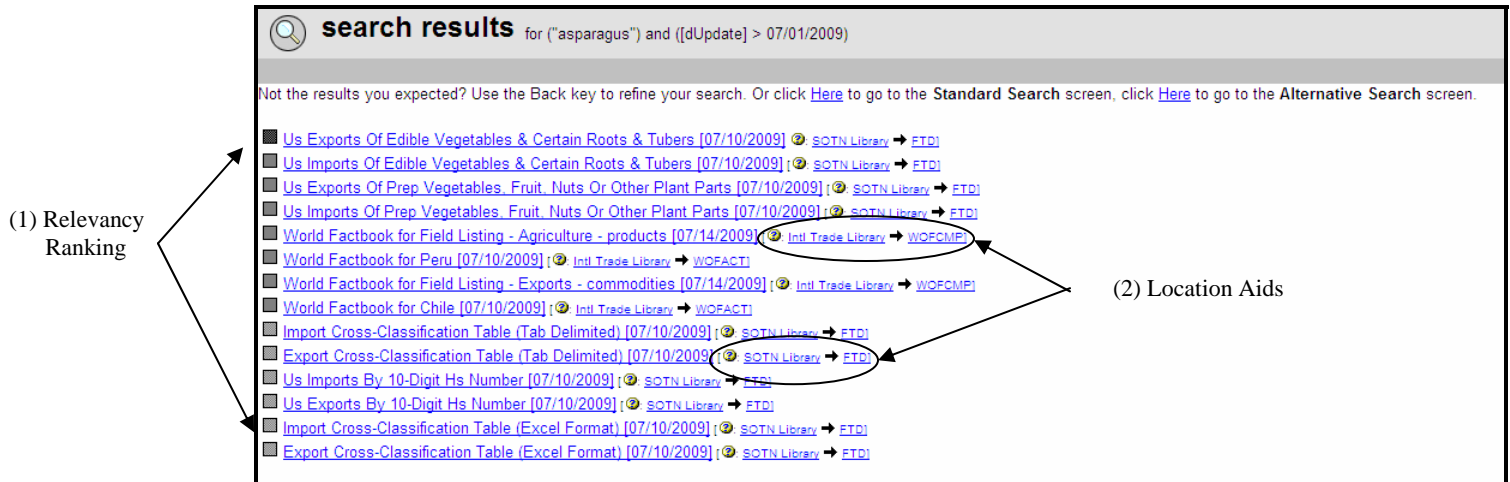
Figure 3:
Various features of STAT-USA/Internet



Navigation Tips

- A **toolbar** (see note 1 in *Figure 2*) is available at the top of each page within the various databases on STAT-USA/Internet. The toolbar is green in SOTN and orange in NTDB. This toolbar provides links to other databases and features.
- **Expand/Collapse Lists +/-** (see note 5 in *Figure 2*)
Plus and minus signs are used throughout STAT-USA/Internet to expand or collapse lists. Simply click on the “+” to expand a category and “-” to collapse it.
- **Sorting ▲** (see note 6 in *Figure 2*)
Many databases in STAT-USA/Internet have sorting capabilities. When available, click ▲ to sort a view in ascending order, and again to reverse.
- **Related** (see note 1 in *Figure 3*)
Related links are found directly following HOT Releases on the SOTN front page. Clicking on these links takes users to related information and statistical releases in the SOTN Library.

Figure 4:
Various features of STAT-USA/Internet



- **Location Aids**

Location Aids provide brief descriptions of the various files, databases, and country information housed on STAT-USA/Internet. They are found directly following the document title on any search results screen (see note 2 in *Figure 4*) and before the page title that appears above SOTN and NTDB toolbars (see note 6 in *Figure 2*). Additionally, location aids follow document titles and country groupings in Documents Added Recently, Market Research Reports (MRR) and the SOTN Library. Clicking on one of the acronyms following the Location Aid icon activates a pop-up window describing that file's content. You can also use Location Aids from your search results screen to see where documents are located on our site. Small, black arrows are used to indicate that a file is located within the SOTN Library or the MRR.

Searching

- STAT-USA/Internet provides two options for **site searching** (see note 2 in *Figure 2*) – **Standard Search** and **Alternative Search**, both of which allow exclusion searches. For most users, Standard Search is all they will ever need. One distinction between these searches is that Alternative Search is more intuitive for Boolean fans. Additionally, a **QuickSearch option** is available feature to expedite searches within a given database (see note 4 in *Figure 2*).
- The gray-shaded boxes in the left column of STAT-USA/Internet's search results list depict **relevancy ranking** (see note 1 in *Figure 4*) – the darker the gray, the more relevant the document. To find the actual relevancy percentage, hover your mouse over the box and a small box with the related number will appear.

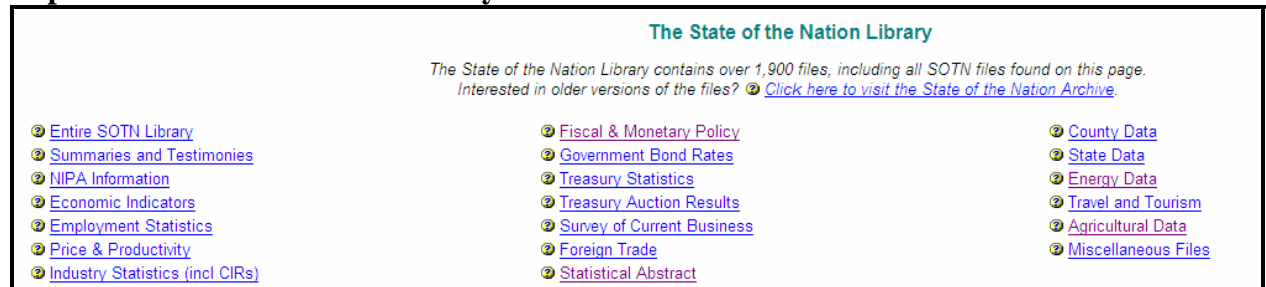
Frequently Asked Questions

- **I don't understand the notation listed under "STAT-USA/Internet Sources" following the *Experiential Exercises*, can you explain this to me?** Good question! These acronyms are intended to help you navigate STAT-USA/Internet's various databases and get to the information you need in short order. Starting from STAT-USA/Internet's home page (<http://www.stat-usa.gov>), you will be directed to enter either State of the Nation (SOTN) or the National Trade Data Bank (NTDB) databases. SOTN contains an additional database, called the SOTN Library. Likewise, within the NTDB, there are additional databases, namely Market Research Reports (MRR) and the International Trade Library (ITL).
- **What file formats are available via STAT-USA/Internet?** The information contained on STAT-USA/Internet is available in a variety of **file formats** (see note 2 in *Figure 3*) including: ASCII, PDF, Self-extracting, Spreadsheet, Text, Word, WordPerfect, and ZIP. Some, but not all, files are available in more than one of these formats. Where relevant, click on the "**Filetype:**" prompt for more information.
- **How long are files retained in STAT-USA/Internet databases?** In 2006, STAT-USA/Internet launched the **State of the Nation Archive** (located <http://www.stat-usa.gov/sotnarchive>). The Archive is a database of over 64,000 files categorized by specific economic series, with some dating back as far as 1989. However, due to inconsistencies in our archiving procedures, there may be interruptions in the series. In the **GLOBUS & NTDB** section, archiving is done primarily by date (generally for a minimum of three years) and availability of older reports.

State of the Nation

The SOTN Library contains over 1,600 files of domestic economic and financial information from various federal agencies. Highlights from daily releases and the Top 50 most popular files are identified on the SOTN home page, while the complete collection of SOTN files is located in the SOTN Library. *Figure 5* shows the topical areas found in the SOTN Library, followed by brief overviews of these areas.

Figure 5:
Topical Areas in the SOTN Library



- **Summaries and Testimonies:** Contains speeches and miscellaneous information from federal officials.
- **NIPA Information:** Contains National Income and Product Account (NIPA) statistics, such as Gross Domestic Product and personal income from the Bureau of Economic Analysis.
- **Economic Indicators:** Contains current and historical general economic indicators, such as monthly Retail Sales and Shipments, Inventories and Orders compiled by the Economics and Statistics Administration.
- **Employment Statistics:** Contains current and historical statistics on employment and unemployment, such as the Employment Situation released by the Bureau of Labor Statistics.
- **Price and Productivity Statistics:** Contains price statistics used to track inflation/deflation and the rise of wages, such as the Producer/Consumer Price Index compiled by the Bureau of Labor Statistics.
- **Industry Statistics (incl CIRs):** Contains industry related information, such as the Current Industrial Reports from the Census Bureau or the Federal Reserve Board's Industrial Production and Capacity Utilization.
- **Fiscal and Monetary Policy:** Contains releases, such as the Selected U.S. Interest Rates and Treasury Yield Curve released by the Federal Reserve Board and the Treasury Department.

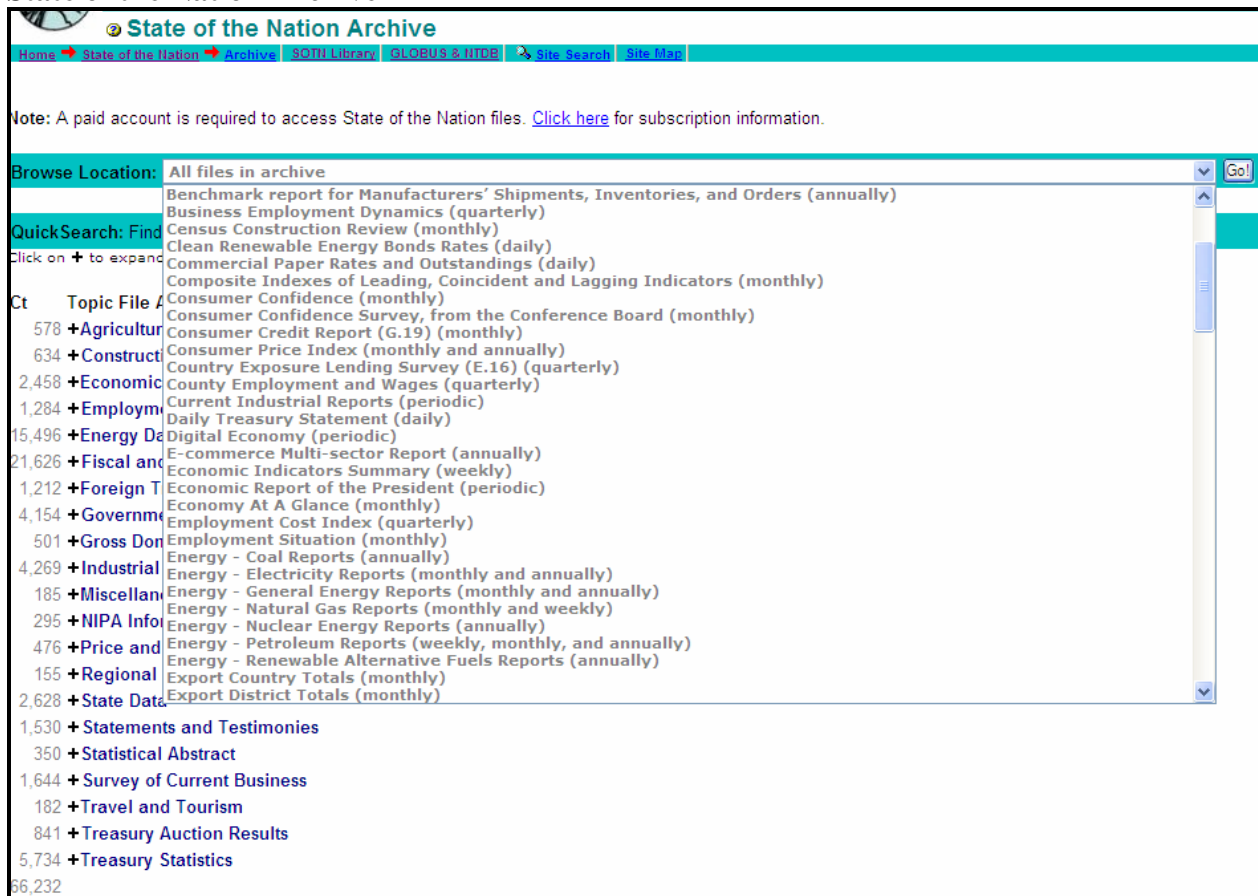
- **Government Bond Rates:** Contains the State and Local Government Bond Rates, from the Treasury Department.
- **Treasury Statistics:** Contains the Treasury Bulletin and daily and monthly Treasury Statements from the Treasury Department.
- **Treasury Auction Results:** Contains current and historical Treasury Auction Results.
- **Survey of Current Business:** Contains supporting statistical tables from the Bureau of Economic Analysis' Survey of Current Business.
- **Foreign Trade:** Contains international trade-related releases and statistics, such as U.S. International Trade in Goods and Services, primarily from the Bureau of the Census.
- **Statistical Abstract:** Contains the current and previous 2 years of the Statistical Abstract produced by the Bureau of the Census. The Statistical Abstract is the comprehensive summary of statistics on the social, political and economic organization of the U.S.
- **County Data:** Contains reports from the County and City Data Book published by the Bureau of the Census. It includes data for all U.S. states, counties, and cities with a population of 25,000 or more. It contains additional data for places with a population of 100,000 or more. Also included is a complete set of state maps showing all counties, places with a population of more than 25,000, and metropolitan areas.
- **State Data:** Contains reports from the State and Metropolitan Area Data Book published by the Bureau of the Census. These reports contain a collection of statistics regarding the social and economic conditions of the U.S. at the state and metropolitan levels. This section also includes the BEA Regional Facts (BEARFACTS) which detail a geographic area's personal income using current estimates, growth rates, and a breakdown of the sources of personal income.
- **Energy Data:** Weekly, quarterly and annual analyses and forecasts of energy data collected by the Department of Energy's Energy Information Administration. While the majority of the reports fall under the specific industries of Coal, Electricity, Gas, and Petroleum, there are several integrated releases, such as: Short-Term Energy Outlook, Monthly Energy Review and the Annual Energy Review.
- **Travel and Tourism:** Annual, quarterly and monthly data tables and analyses from the ITA Office of Travel and Tourism Industries. These reports include monthly figures on arrival and departure information to and from the U.S. such as the monthly top airports of entry and top 20 countries generating travel to the United States. Also available are annual reports on the top U.S. states and cities visited, the top 10 international markets, and market profile reports by country and region of origin.

- **Agricultural Data.** Monthly, quarterly, and semi-annual tables of analyses of the U.S. and world agricultural market. These reports include supply and demand estimates, prices, stocks, and production statistics.
- **Miscellaneous Files:** Contains various housing and mortgage related reports, such as the Mortgage Interest Rates Report, Housing Price Index and Terms on Conventional Home Mortgages by type.

State of the Nation Archive

The State of the Nation Archive contains over 66,000 historical files of the statistical releases found in the State of the Nation Library, making it one of the largest databases of historical federal economic information. The reports are categorized by the same headings as in the State of the Nation Library. However, as shown in *Figure 5.1*, you may also use the drop-down box to locate specific files by title.

Figure 5.1
State of the Nation Archive



GLOBUS & the National Trade Data Bank

Figure 6:
Topical Areas in GLOBUS & NTDB

International Trade Library Highlights	Market and Country Research
<ul style="list-style-type: none"> Country-specific reports in the Library Procurement-related reports in the Library Asia Development Bank Business Opportunities Best Market Reports Country Reports on Terrorism Country Studies Program -- Country Profiles plus the older Army Area Handbooks Energy Information Administration Country Analysis Briefs European Bank's Procurement Opportunities Foreign Spot Exchange Rates Inter-American Development Bank Projects International Energy Outlook International Trade Update Iraq Reports National Trade Estimates Report on Foreign Trade Barriers Small Business Guide to Exporting The Year in Trade World Bank International Business Opportunities Service World Bank Commodity Price Data (PinkSheets) World Factbook -- Including comparative tables The International Trade Library 	<ul style="list-style-type: none"> Country Background Notes Country Commercial Guides (CCGs) Global Agriculture Information Network (GAIN) AgWorld Attaché Reports Market Research Reports
	Contacts
	<ul style="list-style-type: none"> NTDB Global Trade Directory -- Click here to register your company in the NTDB Global Trade Directory! National Export Directory Foreign Trade Offices
	Current Press Releases
	<ul style="list-style-type: none"> U.S. International Trade in Goods and Services (Text format or PDF format) FT900 Supplemental Tables Filetype: Text Weekly Foreign Exchange Rates (H.10) Filetype: Text U.S. Export Sales (USDA) (Self-extracting format or ZIP format) U.S. Import and Export Price Indexes Filetype: PDF U.S. International Transactions Filetype: Text Additional Press Releases

GLOBUS & the National Trade Data Bank (NTDB) provide current and historical trade-related news releases, international market research, trade opportunities, and country analyses. Materials are provided by federal agencies and select nonfederal sources. See below for descriptions of popular GLOBUS & NTDB files and databases:

Today's Global Business Opportunity Leads (*not shown in Figure 6*): This section contains a collection of leads from both official federal and nonfederal sources identifying new markets and potential international partners.

- **Commercial Trade Leads (CTL):** Gathered by U.S. embassies around the world, these leads include requests for manufactured goods, services, representation, investment, joint ventures, and licensing from both private companies and foreign governments.
- **Defense Logistics Agency Leads (DLA):** This source lists contracting opportunities to provide supplies and services to America's military forces worldwide. Commercial vendors may perform comprehensive and detailed searches against Request for Quotation and Award documents.
- **FedBizOpps Leads** (FedBizOpps, previously Commerce Business Daily): This source lists Federal Government procurement opportunities over \$25,000. Commercial vendors

- **Market Research Reports (MRR):** Profiles of specific foreign market conditions or specific international industry sub-sectors. Prepared by both private and public sources within a particular country, these reports provide opportunities for U.S. companies interested in doing business overseas. They focus on specific projects, industry profiles, finance and marketing trends, regulation and import changes, trade show opportunities, or government policy updates. These reports also include best sales prospects within different markets and industries. (*Formerly International Market Insight and Industry Sector Analysis Reports*).
- **United Nations Trade Leads (ETO, Electronic Trading Opportunities):** This source contains leads (both demands for buyers and offers for sellers) for small and medium-sized enterprises originating from over 150 trade points around the world.

Market & Country Research: This section contains reports covering a wide range of information needed by exporters, including – best-selling markets, market access, top imports, demographic information, trade barriers, market size, market characteristics, competitive analysis, market outlook, economic trends, trade events, government regulations, and in-country trade contracts.

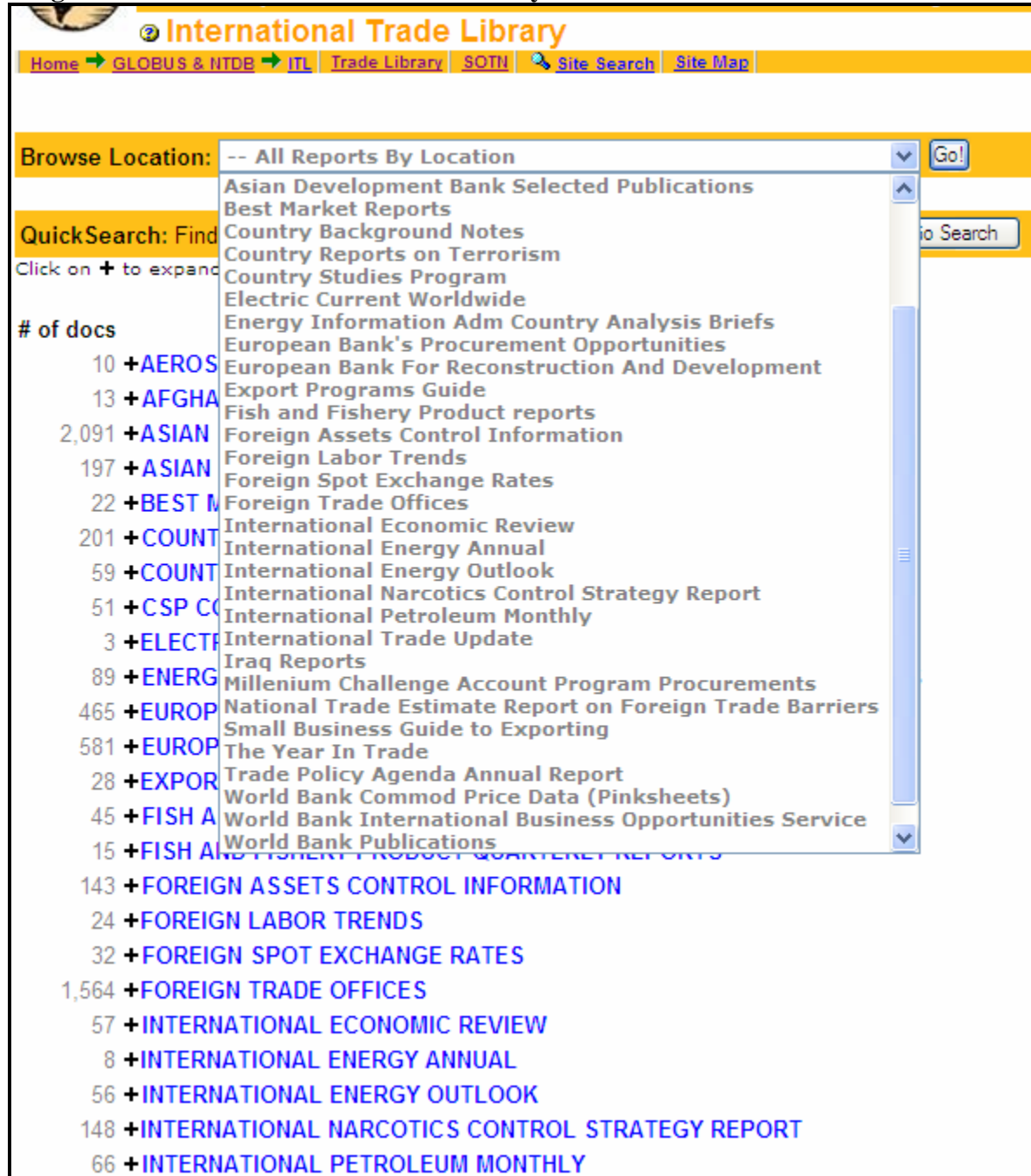
- **Country Background Notes (BNOTES):** This source contains facts on the land, people, history, government, political conditions, economy, and international relations of each country with which the United States has relations, as submitted by regional bureaus of the State Department.
- **Country Commercial Guides (CCG):** These reports profile the political, economic, and commercial environment of foreign countries. More specifically, CCGs look at market conditions, economic situations, political environment, best export sectors, trade regulations, investment incentives, finance techniques, upcoming trade events, marketing strategies, services for exporters, and business travel tips for nearly 150 countries.
- **Global Agriculture Information Network (GAIN) Agworld Attache Reports (AgWorld):** These reports provide information on agricultural production, trade trends, foreign legislation and regulations, and trade policies affecting U.S. agricultural trade.
- **Market Research Reports (MRR):** See definition in the Global Business Opportunities section above.

Contacts: This section consists of the NTDB Global Trade Directory and the National Export Directory, which enable users to register their company online, search for international partners, research the competition, and locate trade-related officials working in their state.

- **Foreign Trade Offices (FTO):** This section provides contact information for foreign and domestic trade offices that assist exporters with a wealth of international trade information, ranging from travel tips to the latest economic news.
- **National Export Directory (NED):** NED provides contact information for local export support offices across the United States, Puerto Rico, and the Virgin Islands.
- **NTDB Global Trade Directory (GTD):** The Directory contains detailed information on products, services, and industries offered by local, regional, national, and global companies. In fact, it includes much of the same contact information once available in the Foreign Traders' Index and Export Yellow Pages. Customers can join the nearly one million companies from over 165 countries already listed on this database by registering their own company information online.

International Trade Library (ITL): Contains over 7,000 documents from a variety of federal agencies that provide new-to-market exporters with a wealth of procurement-, commodity-, industry-, country-, and region-specific information. As shown in *Figure 7*, you can use the drop down box to quickly move from section to section with the ITL.

Figure 7:
Programs in the International Trade Library



- **Aerospace Industry: Directories and Reports (AERO):** These reports contain the latest aerospace trade leads, policy news, and trade events from the Office of Aerospace in the Commerce Department.
- **Afghani Reports (AFGHAN):** Produced by a Task Force in the Commerce Department with support from the U.S. Embassy in Kabul, other U.S. government agencies, and

- **Asian Development Bank Business Opportunities (ADBBO):** This source provides information on the requirements for goods, works, and services of projects under consideration by the Asian Development Bank.
- **Asian Development Bank Selected Publications (ADB):** Includes key reports and publications on economics, environment, social, and other important sectors in the Asian and Pacific Regions produced by the Asian Development Bank.
- **Best Market Reports (BMR):** Extensive industry, country, and topical market research to help pinpoint best export markets, assess particular markets, adapt to local cultures and customs, and develop effective market-entry strategies.
- **Country Background Notes (BNOTES):** *See description under Market & Country Research above.*
- **Country Reports on Terrorism (TERROR):** Released annually by the State Department, this source provides region-specific terrorism overviews as well as a chronology of significant terrorist incidents, information on terrorist groups, and related statistical and economic information.
- **CSP Country Profiles (CP):** A series of 20- to 30-page profiles of selected foreign nations, which offer reasonably current country information. These are being revised every year or two as events warrant.
- **Electric Current Abroad (ELECT):** To assist U.S. manufacturers, exporters, and individuals living or traveling abroad, this publication lists the characteristics of electric current available and the type of attachment plugs used in most countries.
- **Energy Information Administration Country Analysis Briefs (CABS):** Provided by the Energy Department, this source contains information and discussion about the economy, energy sector, and environment of over 80 countries worldwide.
- **European Bank's Procurement Opportunities (EBPO):** This source contains procurement notices for contractors, job-seekers, co-financiers, consultants, and nongovernmental organizations interested in central and eastern European market opportunities, as provided by the European Bank for Reconstruction and Development.
- **European Bank for Reconstruction and Development (EBRD):** Today the EBRD uses the tools of investment to help build market economies and democracies in countries from central Europe to central Asia. The EBRD is the largest single investor in the region and mobilizes significant foreign direct investment beyond its own financing. It is owned by 61 countries and two intergovernmental institutions. But despite its public

sector shareholders, it invests mainly in private enterprises, usually together with commercial partner.

- **Export Programs Guide (EPG):** This comprehensive export resource, compiled by the TIC, provides a listing of all federal programs that aid U.S. companies in exporting their goods and services around the world.
- **Fish and Fishery Product Annual Reports (FISHAN):** This source includes various annual reports produced by the National Oceanic and Atmospheric Administration (NOAA), such as Fisheries of the U.S. and the Foreign Trade Report, which provide economic statistics related to the fish and fishery products industries.
- **Fish and Fishery Product Quarterly Reports (FISHQT):** These reports provide quarterly summaries of import and export trade in fish and fishery products compiled by NOAA.
- **Foreign Assets Control Information (FACI):** This resource contains information from the Treasury Department's Office of Foreign Assets Control which informs U.S. companies about the rules and regulations surrounding various economic sanctions against targeted hostile foreign countries.
- **Foreign Labor Trends (FLT):** These annual reports from the Labor Department describe and analyze labor trends in several countries.
- **Foreign Spot Exchange Rates (EXRATE):** Updated monthly, this resource contains historical spot exchange rates for 31 foreign countries based on averages of certified noon buying rates in New York for cable transfers.
- **Foreign Trade Offices (FTO):** This section provides contact information for foreign and domestic trade offices that assist exporters with a wealth of international trade information, ranging from travel tips to the latest economic news.
- **International Economic Review (IER):** This monthly staff publication from the Office of Economics in the U.S. International Trade Commission (USITC) informs the Commission of significant developments in international economics and trade and provides policy makers with technical information and advice on international trade matters.
- **International Energy Annual (IEA):** This report, compiled by the Energy Department, presents information and trends on world energy production and consumption for petroleum, natural gas, coal, and electricity, as well as prices for selected crude oils and refined petroleum products in selected countries.

- **International Energy Outlook (IEO):** This report presents an assessment by the Energy Information Administration in the Energy Department of the outlook for international energy markets through 2025.
- **International Narcotics Control Strategy Report (NARC):** Compiled by the State Department in consultation with other agencies, this source provides an assessment of drug production and trafficking in over 130 countries.
- **International Petroleum Monthly (IPM):** Produced by the Energy Information Administration in the U.S. Department of Energy, this source provides current data on international oil production, demand, imports, and stocks.
- **International Trade Update (ITU):** Published by the Office of Public Affairs through the U.S. Department of Commerce's International Trade Administration, this publication provides an overview of the month's trade news, including summits, press conferences, trade agreements and initiatives the U.S. government is working on regarding international trade.
- **Iraq Tenders (IRAQTN):** This source provides trade leads from the Iraq Investment and Reconstruction Task Force office in the U.S. International Trade Administration.
- **Millennium Challenge Corporation Leads (MCC):** The Millennium Challenge Corporation (MCC) awards contracts to complete its mission of helping the world's poorest countries reduce poverty through economic growth. These contracts, grants and procurements provide opportunities to work directly with the MCC and are governed by the Federal Acquisition Regulations.
- **National Trade Estimates on Foreign Trade Barriers (NTE):** This source provides an inventory of trade barriers or distortions affecting goods, services, investment, and intellectual property rights of major U.S. trading partners.
- **Small Business Guide to Exporting (SBGE):** Originally developed in 1993 by the U.S. Small Business Administration's Office of International Trade, the guide helps small businesses develop international markets. The third edition, created in 2005, contains information on how to maximize international opportunities through the use of technology.
- **The Year in Trade (YEARIN):** Released annually by the USITC, this source provides a comprehensive overview of the major trade-related activities of the United States.
- **Trade Policy Agenda and Annual Report (TPA):** Prepared annually by the U.S. Trade Representative, this source provides an inventory of trade barriers or distortions affecting goods, services, investment, and intellectual property rights of major U.S. trading partners.

- **World Bank Commodity Price Data (PinkSheets) (PINK):** This source provides summarized monthly commodity price data from the World Bank.
- **World Bank International Business Opportunities Service (BUSOPP):** This source provides information on projects supported by World Bank loans or credits. Companies, academic institutions, non-governmental organizations, and individuals from World Bank member countries are eligible to compete for these business opportunities.
- **World Bank Publications (WBPUB):** This section contains annual economic and financial overviews from the World Bank which discuss increasing growth and accelerating poverty reduction, as well as focus on recent trends in and prospects for financial flows to developing countries.
- **World Factbook (WOFACT):** This source provides an overview of a country's geography, people, government, economy, communication and transportation systems, military, and any transitional issues. World Factbooks are prepared by the Central Intelligence Agency (CIA), with information from various government agencies.
- **World Factbook Comparative Fields (WOFCMP):** This source is provided by the CIA and presents all of the relevant information on a particular field of interest across countries. The comparative field listings in this section range from a country's economic indicators and government structure to its ethnic composition and demography. In addition, within country rank orderings of these fields are also provided where applicable.
- **World Factbook Comparative Tables (WOFTAB):** Provided by the CIA, these tables allow for comparative analysis by presenting rank-ordered information on the geography, people, government, economy, communication and transportation systems, military, and any transitional issues of all countries in the World Factbook.

EXPERIENTIAL EXERCISES

The following materials are designed to enhance the learning experience and to help students become familiar with using a variety of research sources for the further understanding of international marketing.

Following each exercise, you'll find a series of notations intended to help you navigate STAT-USA/Internet's various databases. Starting from STAT-USA/Internet's home page (<http://www.stat-usa.gov>), you will be directed to enter either State of the Nation (SOTN) or GLOBUS & NTDB (GLOBUS). SOTN contains additional databases, called the SOTN Library and the SOTN Archive. Likewise, within the NTDB, there are additional databases, namely Market Research Reports (MRR) and the International Trade Library (ITL). Descriptions of the destination files and reports are detailed earlier.

- | | |
|--------------------|--|
| Exercise One: | Consider Electronic Books for Export? |
| Exercise Two: | Other "Economics" Behind E-Book Markets |
| Exercise Three: | Telecommunications can be Lucrative |
| Exercise Four: | Distribution Channels are Important to Export Success |
| Exercise Five: | Consider Geographic Factors for Wheelchairs |
| Exercise Six: | Religion can Help... or Hinder |
| Exercise Seven: | Need Help with Your Foreign Business Venture? Try Uncle Sam! |
| Exercise Eight: | International Buyers... One Click Away |
| Exercise Nine: | The Language of International Business |
| Exercise Ten: | Widening the Information Highway |
| Exercise Eleven: | Accessibility and Literacy |
| Exercise Twelve: | Using Assistive Technology at the Speed of Life |
| Exercise Thirteen: | Voice Recognition Technology and VoIP |

EXERCISE ONE: Consider Electronic Books for Export?

The structure of a country's population can have a major effect on the outcome of a firm's international marketing effort. For example, the composition of age groups affects how technologies for reading and printing should be employed. An aging population, especially one with excess leisure time, could create favorable conditions for marketing electronic books (e-books) or other technologies that support large-print reading options. Assume your company wants to export large print, screen versions of e-books to aid the leisure reading activities of wealthy retired people. While there are many related questions ripe for research, we will focus here on questions related to demographics. Which countries have high proportions of aging people? What is the state of communications and technology in these countries?

Use STAT-USA/Internet's GLOBUS to identify five potential markets for large print e-books based on the following list of demographic factors:

- Overall Population and Age Distribution
- Growth Patterns, such as Birth, Death, and Net Migration Rates
- Gender by Age Group
- Internet Users as a Percentage of the Population

STAT-USA/Internet Sources: Country Background Notes (Home >GLOBUS > BNOTES or Home > GLOBUS > ITL > BNOTES), **World FactBook** (Home > GLOBUS > ITL > WOFACT), **World FactBook Comparative Fields** (Home > GLOBUS > ITL > WOFCMP) and **World FactBook Comparative Tables** (Home > GLOBUS > ITL > WOFTAB).

EXERCISE TWO: Other “Economics” Behind E-Book Markets

In order to determine which market or markets should be considered for your product or service, it is important to understand the economic position of different countries. With more than 225 countries to choose from, business managers need a broad scan of credible and up-to-date economic information in order to make informed decisions. Using the countries selected above in Exercise One as potential markets for large print electronic books, consider the following key economic variables.

For starters, it is important to look at both total and per capita GDP. After all, it would be difficult to sell electronic books to the masses if the country’s wealth is concentrated, leaving the majority without disposable income. The presence of excessive national trade debt could force a country’s exports up and imports down in order to meet interest payments. You will also want to explore the country’s buying power compared to others by looking at the exchange rate – how does their currency compare to the U.S. dollar? What is the country’s employment situation? If unemployment in a country is high, it may be more favorable for second-hand book sales rather than large print e-books. And finally, it is important to check inflation – the rate at which prices rise and fall – which impacts the ability of consumers to buy.

Use STAT-USA/Internet’s NTDB to create tables comparing potential markets and to reach a final decision about your new export market.

- Gross Domestic Product
 - Total GDP
 - GDP Growth Rate
 - Per Capita GDP
 - Distribution of Wealth (among the population)
 - Dependence of Income (on a particular industry, for example, oil)
- The Debt Situation
 - Foreign Trade Deficit/Current Accounts
 - Exchange Rate Stability
- The Employment Situation
- Inflation

STAT-USA/Internet Sources: **Country Background Notes** (Home > GLOBUS > BNOTES or Home > GLOBUS > ITL > BNOTES), **Country Commercial Guides** (Home > GLOBUS > CCG), **World FactBook Comparative Fields** (Home > GLOBUS > ITL > WOFCMP), **World FactBook** (Home > GLOBUS > ITL > WOFACT) and **World FactBook Comparative Tables** (Home > GLOBUS > ITL > WOFTAB).

EXERCISE THREE: Telecommunications can be Lucrative

Changes in international markets can open up business opportunities for U.S. companies. Assume, for example, your small business exports telecommunications equipment. Your company already has established international markets, but would like to broaden its base by investing in new markets. Where to start? One place is to watch for state-owned telecommunication monopolies in the process of opening up to private industry, both domestically and internationally. The careful business executive will also want to investigate the potential market's foreign direct investment environment.

Use STAT-USA's GLOBUS to explore both state-owned monopoly changes and the environment for foreign direct investment. Provide a list of three countries you recommend keeping an eye on for either current or future investment.

STAT-USA/Internet Sources: **Country Commercial Guides** (Home > GLOBUS > CCG), **Market Research Reports current by industry** (Home > GLOBUS > MRR > View Current by Industry > Information and Communication), **World FactBook** (Home > GLOBUS > ITL > WOFACT), **World FactBook Comparative Fields** (Home > GLOBUS > ITL > WOFCMP), and **World FactBook Comparative Tables** (Home > GLOBUS > ITL > WOFTAB).

EXERCISE FOUR: Distribution Channels are Important to Export Success

You work for a small-to-medium sized business specializing in health technologies. Historically, your company has focused almost entirely on the U.S. market. You have recently learned that international demand for hearing aids – one of the products you manage at work – has picked up. After performing an in-depth analysis of potential markets and presenting them to your boss, she has asked you to find out more about the distribution channels in Argentina, Singapore, and Turkey. What is the primary method of distribution (direct exporting, appointing a sales agent on a commission basis, hiring an export management company to represent the product, joint venture, etc.)? How will the product be sold (chain stores, independent retailers, specialty stores, etc.) and marketed? What transportation methods are available? Consider the degree to which the answers to these questions are conducive to your product.

Use STAT-USA/Internet to find answers to the questions posed above for these select markets. Based on your research, decide which is the most favorable market for hearing aids in terms of distribution channels. Finally, prepare a brief memo for your boss justifying your selection and detailing your distribution plan for this market.

STAT-USA/Internet Sources: **Country Commercial Guides** (Home > GLOBUS > CCG), **Market Research Reports current by country** (Home > GLOBUS > MRR > View current by Country> Argentina/Singapore/Turkey), **Market Research Reports current by industry** (Home > GLOBUS > MRR > View current by industry > Health Technologies).

EXERCISE FIVE: Consider Geographic Factors for Wheelchairs

You have been assigned to a new product area by the assistive technologies firm for which you work. More specifically, you are now in charge of rehabilitation equipment, such as wheelchairs. Your boss has asked you to bring him a list of qualified trade leads for wheelchairs. He goes on to stress the importance of a country's geology when considering new wheelchair markets. Where is the country located? Do both the host country and bordering countries show signs of significant wheelchair usage? Is the country's terrain conducive to the movement of wheelchairs?

First, search the various trade lead databases found on STAT-USA/Internet to compile your list of credible leads. Then, research the geographical environment of these areas as they relate to wheelchair use and distribution. Finally, using the information you have gathered, prepare a brief presentation that details these findings for your boss.

STAT-USA/Internet Sources: **Site Search** (Home > Site Search or <http://www.stat-usa.gov/search>), **United Nations Trade Leads** (Home > GLOBUS > Today's Global Business Opportunity Leads > ETO) **World FactBook** (Home > GLOBUS > ITL > WOFACT), **World FactBook Comparative Fields** (Home > GLOBUS > ITL > WOFCMP), and **World FactBook Comparative Tables** (Home > GLOBUS > ITL > WOFTAB).

EXERCISE SIX: Religion can Help... or Hinder

Religion has an impact on international marketing that is seen in a culture's values and attitudes toward entrepreneurship, consumption, and social organization. The impact will vary depending on the strength of the dominant religious tenets. While religion's impact may be quite indirect in Protestant Northern Europe, its impact in countries where Islamic fundamentalism is on the rise may be profound. Take, for example, the role of women in business in the Middle East, where women are not able to function as they would in the West. You can imagine the effects of this cultural norm – a firm may be limited in its use of female managers or personnel in these areas, and women's role as consumers and influencers in the consumption process will need to be accounted for. The recognition of different world religions – Christianity, Islam, Hinduism, Judaism, etc. – leads to the practice of unique customs and traditions in different countries. As you begin to establish relationships with international partners, you will want to give some consideration to giving culturally sensitive gifts during holidays.

In previous Exercises you have highlighted potential markets for your products and services. Now you can do the background research necessary to facilitate positive relationship building you're your new friends and partners. Use STAT-USA/Internet's various market research databases to discover at least one nationally recognized holiday in each of the countries you've researched to date. Next, build a table which not only highlights whether or not gift giving is appropriate, but also details what types of gifts are recommended and which are to be avoided.

STAT-USA/Internet Sources: **Country Studies Program Country Profiles** (Home > GLOBUS > ITL > CSP), **Country Commercial Guides** (Home > GLOBUS > CCG), **Country Background Notes** (Home > GLOBUS > BNOTES or Home > GLOBUS > ITL > BNOTES), **World FactBook** (Home > GLOBUS > ITL > WOFACT), **World FactBook Comparative Fields** (Home > GLOBUS > ITL > WOFCMP), and **World FactBook Comparative Tables** (Home > GLOBUS > ITL > WOFTAB).

EXERCISE SEVEN: Need Help with Your Foreign Business Venture? Try Uncle Sam!

As an exporting international marketer, you must also develop a comprehensive and cohesive communications strategy. Fortunately, you have an arsenal of tools to choose from, two of the most basic are – (1) mass selling through business and trade journals, direct mail, the Internet, trade shows, and missions, and (2) personal selling, which brings you face-to-face with your target customer. Companies planning on long-term involvement in a particular country/product arena often find trade shows a useful way to strategically use several key promotion strategies. Although costly

One way to discover which trade fairs are appropriate for your product or service is to work with U.S. government representatives, both here at home in local Export Assistance Centers and abroad in U.S. Embassies and Consulates. You can also research trade fairs and related promotion events on your own with STAT-USA's market research database. Using STAT-USA/Internet, list the name, date, and location of both recent and upcoming trade fairs related to assistive technologies.

STAT-USA Sources: Country Commercial Guides, (Home > GLOBUS > CCG), **Site Search** (Home > Site Search or <http://www.stat-usa.gov/search>).

EXERCISE EIGHT: International Buyers... One Click Away

As you learned in the accompanying text, historically, a firm with a competitive edge could count on being the sole supplier to international markets for years to come. Today, however, a compilation of factors – from technological advances and global alliances to changing international rule of law, among other factors – has fundamentally changed the buyer-supplier relationship. To keep pace with the new, streamlined face of business, you will need to become familiar with finding interested buyers for your product and/or service in the international marketplace. As you learned on your tour of STAT-USA there are a variety of private and governmental supports to facilitate these relationships.

This Exercise gives you the opportunity to move from the initial market screening and assessment of market potential stages towards making the actual sale (see *Figure 2.1*). Using the various trade lead databases housed on STAT-USA/Internet, find five to ten potential buyers and sellers for one of the products on which you performed preliminary market research. Next, find the contact information of domestic, as well as international, U.S. government contacts available to support your exporting venture.

STAT-USA/Internet Sources: **Country Commercial Guides** (Home > GLOBUS > CCG), **Defense Logistical Agency leads** (Home > GLOBUS > Today's Global Business Opportunity Leads > DLA), **FedBizOpps** (Home > GLOBUS > Today's Global Business Opportunity Leads > FedBizOpps), **Foreign Trade Offices** (Home > GLOBUS > Contacts > Foreign Trade Offices), **National Export Directory** (Home > GLOBUS > Contacts > NED), **Site Search** (Home > Site Search or <http://www.stat-usa.gov/search>), **United Nations Trade Leads** (Home > GLOBUS > Today's Global Business Opportunity Leads > ETO).

EXERCISE NINE: The Language of International Business

While the international market provides immense export opportunities for U.S. companies, one of the greatest barriers for achieving success is the ability to communicate clearly with international markets. English has become the *franca lingua* of business, but a company's growing and sustainable success comes from its ability to localize language on materials including product labels, advertisements, and manuals. This localization strategy often requires extensive and expensive translations, especially if the original text is written in a complex style. Therefore, the adoption of a simplified style of writing, or "plain language" writing, can significantly reduce the cost of translation *and* better accommodate one of the fastest growing consumer markets, users of ESL.

To better understand the magnitude of languages that are spoken in international markets, use STAT-USA/Internet to answer the following questions:

- How many languages are spoken by at least 500,000 people in China, India, Poland, and Mexico? What are the names of these languages?
- Within each country, is there a clear distinction between the language spoken and geographic location?

STAT-USA/Internet Sources: **World FactBook** (Home > GLOBUS > ITL > WOFACT), **World FactBook Comparative Fields** (Home > GLOBUS > ITL > WOFCMP), and **Country Background Notes** (Home > GLOBUS > BNOTES or Home > GLOBUS > ITL > BNOTE).

EXERCISE TEN: Widening the Information Highway

As the exporting manager of an AT firm, you have been given the responsibility to identify viable markets for your company's newest product – online education software. While the prospects seem endless at first, especially since education levels in emerging markets are low relative to those of developed countries, you realize that developing countries may also have poor technology infrastructure. In particular, countries with low-bandwidth environments, few Internet hosts, and a small number of Internet users, warrant special attention.

Use STAT-USA/Internet to find the level of Internet hosts, Internet users, and bandwidth for the following developing countries: Mexico, Poland, China, and Turkey. In addition, find the same information for developed countries including the United States, Japan, and Sweden and compare the statistics.

Finally, while some countries may currently have weak information technology infrastructures, heavy investments in that industry may be underway. Use STAT-USA/Internet to identify these investment trends. By recognizing these markets and investments early, your firm can anticipate export opportunities and create an invaluable first-mover's competitive advantage in the international market.

STAT-USA/Internet Sources: World FactBook Comparative Tables (Home > GLOBUS > ITL), **Market Research Reports current by industry** (Home > GLOBUS > MRR > View current by industry > Information and Communication).

EXERCISE ELEVEN: Accessibility and Literacy

Many AT products were designed initially to accommodate people with physical disabilities. The same technologies can also be immensely useful to a wider and more international market. For example, speech recognition technology was used originally to meet the needs of people with mobility disabilities. The same technology, however, can also be of value to consumers of low literacy.

Use STAT-USA/Internet to find literacy rates of the following countries: Mexico, Argentina, Turkey, India, and the Philippines. To a certain extent, literacy rates can be forecasted using current indicators such as the percentage of primary and secondary school enrollment and the country's compulsory level of education. Find these statistics in the STAT-USA/Internet database.

STAT-USA/Internet Sources: **World FactBook** (Home > GLOBUS > ITL) and **Country Background Notes** (Home > GLOBUS > BNOTES).

EXERCISE TWLEVE: Using Assistive Technology at the Speed of Life

Your assistive technology firm is in the process of marketing its newest product: software for accessible human-computer interfaces. This technology was designed originally for use by people with learning disabilities. You, however, have realized that the same technology can simplify transactions on public-access terminals, such as ATMs. Specifically, the use of accessible human-computer interfaces in countries with high-density populations can reduce the time it takes to complete ATM transactions, shorten queues for servicing, and increase overall customer satisfaction.

Your task is to identify potential markets for the technology. Use STAT-USA/Internet to find the land area and the population statistics for the following countries: Mexico, China, India, Brazil, and Egypt. Next, use the information to calculate population density (defined as total population divided by total land area). How does the population density of these countries compare to those of developed countries such as the United States, Norway, and Japan?

STAT-USA/Internet Sources: **World FactBook** (Home >GLOBUS > ITL) and **Country Background Notes** (Home > GLOBUS > BNOTES).

EXERCISE THIRTEEN: Voice Recognition Technology and VoIP

You have been given a new assignment at the AT firm for which you work. Specifically, you are in charge of finding new market opportunities for your company's voice recognition software, a technology that allows for computer input by speech rather than keyboard strokes. Speech recognition technology was designed initially for individuals in the disability community. For example, voice recognition can help people with musculoskeletal disabilities caused by multiple sclerosis, cerebral palsy, or arthritis achieve maximum productivity on computers.

After preliminary research, you find that voice recognition software could provide tremendous benefits for the disability community *and* wider consumer market in countries with voice over IP (VoIP) infrastructure. VoIP allows individuals to make telephone calls to any regular phone number using a computer network. Coupling VoIP with voice recognition technology can open up two-way communication for individuals who are deaf or hard of hearing, as speech can be converted online into text and video sign language. In addition, VoIP and voice recognition can also provide the technology needed for biometric security. For instance, credit card users can authenticate online purchases by pronouncing – rather than typing – passwords in order to verify identity.

Your task now is to find countries that are currently or expecting to invest heavily in VoIP development. By distinguishing these markets now, you will be able to anticipate market needs and demands for voice recognition technology.

STAT-USA/Internet Sources: Country Commercial Guides (Home > GLOBUS > CCG), **Market Research Reports** (Home > GLOBUS > MRR > Search for VoIP).